

**Harford County Local Health Improvement Process**  
**Healthy Harford-Obesity Workgroup**  
**Thursday, October 8th, 2015, 8:30am**  
**Harford Community College, Edgewood Hall**

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Attendees: Bari Klein (Chair); Sharon Lipford (Healthy Harford); Julie Mackert (Harford County Health Department - HCHD); Mallory McCloskey (HCHD), Molly Mraz (HCHD), Nick Kalargyros (Planning and Zoning), Charles Odhiambo (HCHD), Susan Twigg (HCHD), Kim Theis (University of Maryland Upper Chesapeake Health - UM UCH), Susan Kelly (HCHD), Kaila Hough (Boys and Girls Club), Anne Otih (Boys and Girls Club), Jayne Klein (Klein's Shoprite), Alissa Battle-Reid (Y of Central Maryland), AnneMarie Battis (ReeCreating Wellness), Kristie Willats (UM UCH), Russell Moy (HCHD), Robin Stokes-Smith (UM UCH), Gale Sauer (APG), Angela Saccenti (Arena Club), Kathy Burley (Harford Community College)

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**Healthy Harford Day Recap**

Bari began the meeting by providing a brief overview from Healthy Harford Day, which occurred on September 26th. She explained that over 120 vendors were in attendance and approximately 2,500 attendees. The number of attendees was based on how much swag was given away by the vendors. She also explained that three members from the Harford County Council were there. Bari then asked for feedback from the group. The following information was provided:

- More vendors could possibly fit but some felt that the tables seemed a little crowded.
- Difficult to control outside advertisers (Jimmy Johns)
- Not enough release forms and handouts for cooking demos
- Sound system didn't work well
- Great coverage provided by media including a video with an article from the Baltimore Sun
- Vendor tents were a problem -- suggestion of separating vendors that are bringing tents
- Due to issues with the tables the morning of, it was suggested to have zone captains for each group of tables for next year.
- Suggestion to provide additional follow-up prior to the event to all vendors

Bari also shared results from a follow-up survey provided to all vendors for their feedback from the event. Overall, vendors were satisfied. The most frequent comment was that the behavioral health services were lumped together with little visibility.

**Review of Obesity Local Health Action Plan (LHAP)**

Bari led the group through a review of the LHAP for the Obesity Workgroup. She told the group that we would review previous strategies and then determine what want to do during this coming year.

Strategy A: Increase Access to Healthy Foods

Bari reviewed each action and then explained that Healthy Restaurants was started but became too large for the little man power the group has to offer. Since Healthy Harford Day was such a success, how do we build on brand recognition for the coming year?

- Healthy Harford needs to be made more visible. The information is not getting to the people who really need it. It was suggested to try to attach Healthy Harford to other events that take place in areas outside of Bel Air such as Edgewood and Havre de Grace. Try to make connections with the Epicenter in Edgewood. In other words, Healthy Harford needs to try to connect with the broader community.
- Another suggestion focused on creating a video campaign series showcasing resources available in the County. Each video would only need to be about 2-5 minutes.
- Try to partner with churches that are doing food giveaways to provide education on what to do with the foods.
- Teaching people how to garden -- partnership with the Boys and Girls Club.

#### Strategy B: Enhance the built environment to support active living.

Bari quickly reviewed previous actions included in the LHAP for this strategy. She shared that Red Pump Elementary was really a leader in promoting walking/biking to school. Now the focus is on Emmorton Elementary, where recently 300 out of 500 kids participated in Walk to School Day. The hope is to promote walking/biking to school at these schools and then be able to highlight their efforts and move along to boost the next school.

Children and adults need to be connected to resources.

There are policies within the Bike/Ped Master Plan that have not yet been implemented. The Obesity Workgroup can help support and encourage these efforts.

Encouraging and creating a culture of walking as a normal thing.

#### Strategy C: Creating a "Community of Wellness" through community engagement

Utilizing videos and technology to connect the community to needed resources should be a focus.

A unified message of health needs to be spread to the community beyond Bel Air. This message can spread through a well done video focusing on healthy foods, physical activity, and mental health.

#### **Wrap-Up**

Bari explained that we should consider ways to integrate more of these efforts with mental health/behavioral health.

A few large strategies will be pinpointed as the Workgroup's main focus. At the next meeting, we can break these strategies down into an action plan.